



2015 Women Veterans Campaign Public Toolkit

As of August 31, 2015



Women Veterans:
Celebrating Our
Stories of Service



WOMEN VETERANS CAMPAIGN | VA



U.S. Department of
Veterans Affairs

Women Veterans
Call Center
1-855-829-6636
www.va.gov/womenvet



2015 Women Veterans Campaign

The Women Veterans Campaign (Campaign) was announced as a national campaign at the Department of Veterans Affairs (VA) in Washington, D.C. on March 24, 2015. While this Campaign describes events planned at five (5) VA locations, it is the goal of the Center for Women Veterans (CWV) and the Women Veterans Program (WVP) that your facility, organization, or office tailors a similar recognition of women Veterans based on your specific facility and your local women Veterans' needs.

CWV and the WVP would like to know of your successes. Please send your Campaign summaries and photos to 00W@va.gov so we can publicly share your outreach to our Veterans (especially our women Veterans).

Visit www.va.gov/womenvet to view celebrations between June – September 2015.



Women Veterans Demographics

Women Veterans will increasingly become a larger part of the total Veterans population



Consider:

2,020,077 million women Veterans of 21,999,108 million living Veterans, 9.2% total Veterans population.

Women are one of the fastest growing subpopulations of Veterans

2020 estimates Women to be 10.5% of the total Veterans population.

Nearly 60% of our Women veterans are older than 45

Median female Veteran's age is 49
(male – 64, as of 2013 ACS).



Campaign Overview





Women Veterans Campaign Purpose and Components

The purpose of the Women Veterans Campaign is to raise awareness and demonstrate VA's commitment to serving our women Veterans and to celebrate their stories of service.



Components:

- Will consist of forums/sessions/workshop events in the five VA Regions, from May through September, led by the Center for Women Veterans and the Women Veterans Program.
- Events will showcase benefits and services for women Veterans.
- Each participating facility will invite local internal and external public-private stakeholders, including, but not limited to, VA staff offices, States' Department of Veterans Affairs, local affiliates of federal interagency working group partners, community partners and Veterans Service Organizations to highlight their services for women Veterans.
- VHA's Veterans Canteen Service is a major sponsor for this campaign.



Components

The Campaign will consist of one-day events in the five (5) MyVA Regions, from June through September 2015, led by the Center for Women Veterans and the Women Veterans Program.

- **Internal and External exhibits showcasing benefits and services for women Veterans, before and after a main, one-hour event, attended by a VACO representative at each site.**
- **As a major sponsor the Veterans Canteen Service (VCS) will provide refreshments, mementos for attendees and an award for a supporter of women Veterans**
- **Presentation of Resiliency Awards: email 00W@mail.va.gov to request criteria and nomination details**

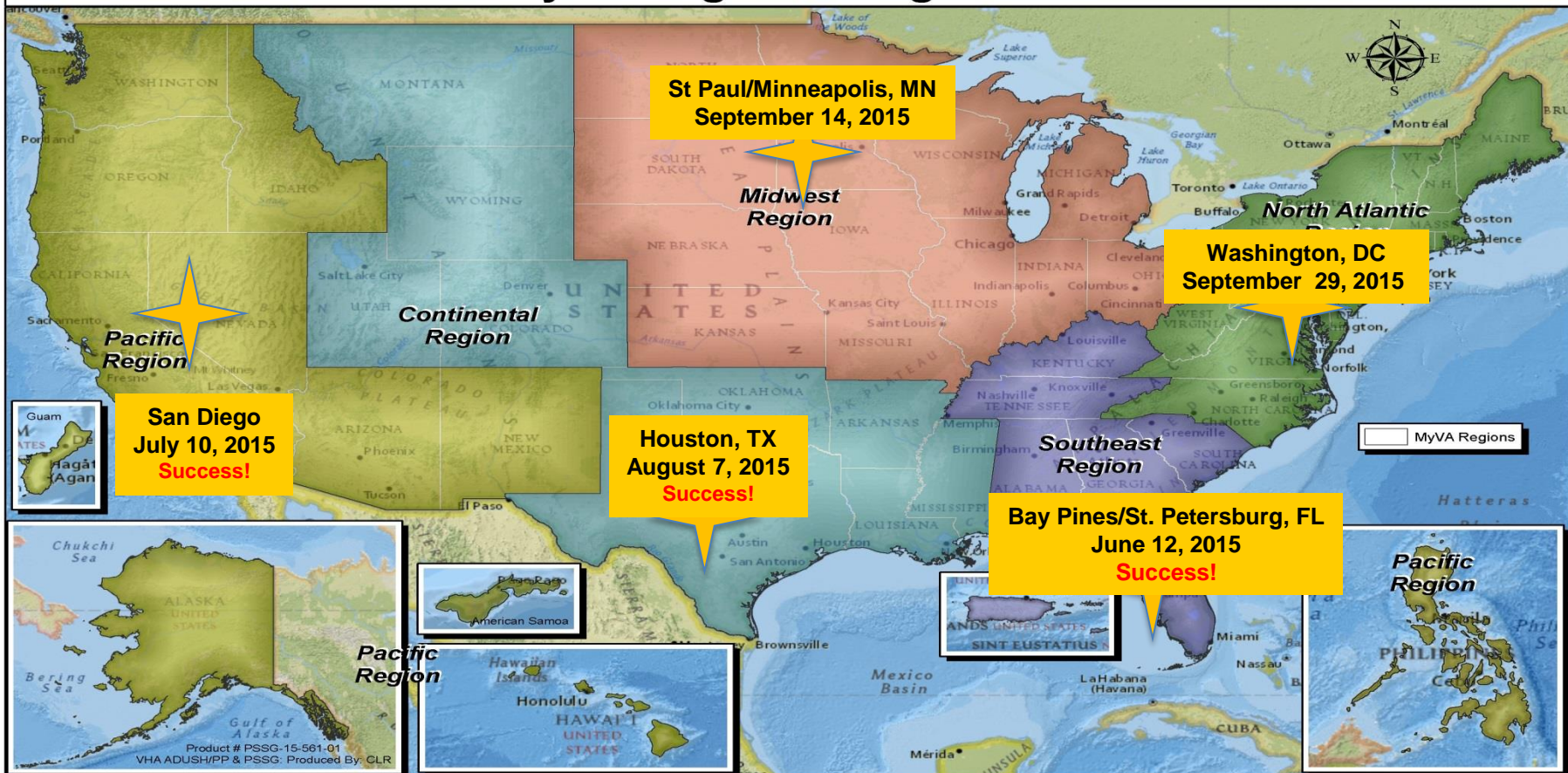


Women Veterans Campaign 1- Day Sites



DEPARTMENT OF VETERANS AFFAIRS

MyVA Regional Alignment





How You Can Get Involved

- **Plan** a “Campaign” celebration focused on women Veterans.
- **Dedicate** a visible board in your facility displaying women Veterans and their roles in the military.
- **Personalize** the Campaign. You may ask women Veteran employees to submit their military photos (and current photos) and display their military years, military occupational specialty and where they work at your facility. You may also ask them for a quote to include on this story board.
- **Reach** out to your Veterans Service Organizations (VSO) communities and highlight some of their women Veterans.
- **Encourage** staff, prospects and candidates to gain awareness on benefits and services focused on women Veterans at <http://www.va.gov/womenvet/>
- **Amplify** women Veterans accomplishments. There are VA facilities named after women Veterans...you may visit the VA website and periodically display a “Did You Know” on outreach materials, flyers, periodicals to highlight accomplishments of these women Veterans. You may have local area highlights on women Veterans you can additionally amplify.
- **Invite** VSO partners and elected officials to events focused on women Veterans in your local area. They may invite their constituents who are also Veterans.



Internal Stakeholders (may include)

- **Center for Women Veterans (CWV)**
- **Veterans Canteen Service (VCS)**
- **Center for Minority Veterans**
- **Center for Faith-based and Neighborhood Partnerships**
- **Office of Survivor Assistance**
- **Veterans Health Administration (VHA)**
 - **Women's Health Services**
 - **Women Veterans Program Managers**
 - **Employee Education Service**
 - **Health Services Research and Development**
- **Veterans Benefits Administration (VBA)**
 - **Benefits Assistance Service**
 - **Women Veterans Coordinators**
 - **Office of Economic Opportunity**
- **National Cemetery Administration (NCA)**



Internal Stakeholders continued

- **Office of Policy and Planning**
 - **Data Governance and Analysis**
 - **Corporate Evaluation and Analysis**
- **Office of Strategic Engagement (OSVA)**
- **Office of Public and Intergovernmental Affairs (OPIA)**
- **Office of Congressional and Legislative Affairs (OCLA)**
- **Office of Human Resources and Administration**
 - **Veterans Employment Services Office (VESO)**
 - **VA Learning University (VALU)**
- **Office of Management**
- **Office of Acquisition, Logistics, and Construction**
- **American Federation of Government Employees (AFGE) and other VA employee unions**
- **Other VA employees**



External Stakeholders

- **Veterans (especially women Veterans)**
- **Veterans Service Organizations (VSOs)**
- **Veteran and women Veteran advocates**
- **Academic Institutions**
- **Media**
- **Community leaders**
- **Profit (non-profit) exhibitors**
- **Family members of Veterans**
- **Faith-based organizations**
- **Elected local and state officials**



Communications





Communication Strategy

Messaging:

VA is committed to improving and enhancing its services to meet the needs of women Veterans

The following links and contacts may be helpful as you develop your local communications plan for your events

- **Department of Veterans Affairs Campaign [Press Release](#)**
- **Fact Sheet by State**
 - <http://www.va.gov/WOMENVET/docs/WomenVeteransPopulationFactSheet.pdf>
- **Profile of Women Veterans**
 - http://www.va.gov/vetdata/docs/SpecialReports/Woman_Veteran_Profile_2012.pdf
- **CWV 25 FAQs by Women Veterans**
 - <http://www.va.gov/WOMENVET/25FAQs-March2011-FINAL.pdf>



Communication Strategy

- **CWV Resources for Women Veterans**
 - <http://www.va.gov/womenvet/resources.asp>
- **CWV Helpful website links (agencies/organizations/VSOs)**
 - <http://www.va.gov/WOMENVET/docs/CWVHelpfulWebsiteLinksJune2013.pdf>
- **Women Veterans Campaign Kickoff Official Blog**
 - <http://www.blogs.va.gov/VAntage/18704/va-celebrates-women-veterans-service-launches-new-outreach-campaign/>
- **Veteran Service Organizations at Regional Offices**
 - <http://www.benefits.va.gov/vso/varo.asp>
- **List of Women Veterans Organizations**
 - <http://www.womensmemorial.org/News/WomVetOrgs.html>
- **CWV Staff Bios**
 - <http://www.va.gov/womenvet/cwv/index.asp>



Communication Strategy

Available artwork



For sample invitation letters to external stakeholders or higher resolution artwork, please send an email request to: 00W@mail.va.gov



Center for Women Veterans Contact Information

Elisa Basnight, JD, MPA

Director

Betty Moseley Brown, Ed.D

Associate Director, 2015 WV Campaign Lead

Janet Elder

2015 WV Campaign Deputy

Desiree Long

Shannon Middleton

Michelle Terry

Address:

Department of Veterans Affairs
Center for Women Veterans (00W)
810 Vermont Ave., NW
Washington, DC 20420

Phone: 202-461-6193

Fax: 202-273-7092

Website: www.va.gov/womenvet

Email: 00W@mail.va.gov